

## TWELVES ARE INCREASING

New York city is a very important contributor to this total because the New York bureau, which covers the greater city, and besides it Nassau, Suffolk, Westchester and Rockland counties as well as part of Orange, shows nearly half the total of fees paid in to the State. There are 80,000 cars registered from the New York office.

## FAITH IN NEWSPAPERS

and structural worth. These built-in large quantities can always sell at a lower price than the one built in small quantities. The result is a reduction the greater the supply of materials purchased. And the lower the order for raw materials the lower the price. The consumer who buys the ton can always get a better price than he who buys by the pound, and the same is true for the same kind of modern business and at the same time the greatest argument for advertising.

The basis of an article to the consumer can be made low in proportion as the understanding produces quantity. The advertiser does not always generally understand. Some people believe that the purpose of extensive advertising is to obtain a higher price. The advertiser who does not understand upon the price it necessarily follows that the price will be the lowest that the market will bear. The advertiser's entire plan is predicated upon profit from volume rather than profit per unit. The advertiser who does not understand the consumer's return from the ad-

The first of the new Studebaker sixes. At the wheel, James G. Henslet, designer. Beside him, J. M. Studebaker, one of the five brothers who founded the business. To the left in the tonneau, Frederick S. Fish, president, and next him, A. R. Erskine, first vice president of the Studebaker Corporation.

The wiring features of the car is the new arrangement of the seats. The front seat, for example, is slanted as far back as 30 degrees, and the rear seat both tilts and swivels. According to him, have separate seats for each passenger. The front seats are of new design. Instead of folding back against the sides of the car, they are hinged to the front seat so they sink down into recesses in the floor, completely disappearing when not in use.

The wheel base of the six is increased to 105 inches to allow for the touring model, to be sold at \$1,600, three passenger roadster at \$1,600, the four passenger coupe at \$1,350, the four passenger coupe at \$1,350 and the seven passenger limousine at \$1,850.

In addition to the pleasure car Stinson will also manufacture three

(Readers of THE SUNDAY SUN who desire any information on roads or tours are invited to send their questions in to the Automobile Editor, THE SUN, 170 Nassau street. It will facilitate answering if all questions are in by Thursday evening. The Touring Bureau of the Automobile Club of America is cooperating with THE SUN in furnishing this information. Suggestions and information will be welcomed.)

[illegible]

In the opinion of W. H. Chandler there are many motor trucks being operated in Chicago which are "out of control," says horse or "warning" signals. Mr. Chandler says he has seen many such trucks about and he has given much time and thought to the problem.

"Motor trucks and other heavy vehicles," he says, "are becoming more numerous all the time and it is imperative that some will do much to decrease accidents and save lives."

The noise of a motor truck often drives people from their homes and disturbs the peace of elevated and street car lines and causes much annoyance to the public.

new machine for which it is claimed that the valves of either a four or six cylinder engine can be ground to a perfect seal. The machine gives a perfect seal for the valve in now in use on the motor or for the motor and four spindles that resemble a standard motor spindle. The valve spindle is inserted in the valve opening. The ends of the spindles are into the valve opening. The machine is then turning of a small crank the spindles give a perfect seal for the valve in now in use on the motor or for the motor and four spindles that resemble a standard motor spindle. The machine is manufactured and marketed by the

There is no doubt in the minds of the owners of the Motor Motor company that this machine is the best of its kind. To Learning to see if it was possible to do so. The machine is now in use on the motor and four spindles that resemble a standard motor spindle. The valve spindle is inserted in the valve opening. The ends of the spindles are into the valve opening. The machine is then turning of a small crank the spindles give a perfect seal for the valve in now in use on the motor or for the motor and four spindles that resemble a standard motor spindle. The machine is manufactured and marketed by the

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[illegible]

Latest advices indicate that the Packard awards at the Panama-Pacific International Exposition are significant. The grand prize, which was given to no other automobile company, was awarded by the superior jury to Packard for design, workmanship, ingenuity and skill in design and construction, the magnitude of the business represented and the length of Philadelphia, and at Washington, D. C. The electrical apparatus of this equipment is mounted on a special body on a standard Autocar chassis. The body is designed so as to furnish protection for the power and to support the four sets of flexible cables and the spring mounted tracks on which the two searchlight hand trucks rest.

The power plant consists of a standard Kirtland gasoline engine, 14 in. by 14 in. by 12 in. in size, which is driven by a 1½-hp. 110-volt Westinghouse direct current generator. This generator is designed to run at 1,800 r.p.m. and is capable of generating 125 volts and delivering 125 watts. The motor is equipped with a 125-volt, 125-watt lamp, regulating the speed within very close limits.

Each light carries 1,350 feet of cable

One of the places where progress in motor car construction is most evident to the user is in the top and curtain construction. Few realize that only four years ago not only top and curtains but

"Getting there is one thing. Getting there without trouble is another. If you want to avoid trouble on the

journey go on Diamond Squeegee Tread Tires."  
—Mister Squeegee

Some people think the importance of their work is gauged by the noise they make.

Other men do big things without bluster or ostentatious effort. If the noise he makes over it were the true measure of the importance of a man's work, Grant and Dewey would have been

**Diamond Squeegee Tread Tires** are going right along about their business, giving wonderful road service and justifying the widespread faith in them without making it neces-

If you wish to know how to secure mileage economy and freedom from tire troubles just ask anybody who is using Diamond.

**Diamond Squejee Tread Tires are sold at these**  
**"FAIR-LISTED" PRICES:**

Size	Diamond	Size	Diamond
12" x 16"	\$1.99	14" x 18"	\$2.99
14" x 16"	\$2.49	14" x 20"	\$3.49
14" x 18"	\$2.99	16" x 20"	\$4.49
16" x 18"	\$3.49	16" x 22"	\$5.49
16" x 20"	\$3.99	18" x 22"	\$6.49
18" x 20"	\$4.49	18" x 24"	\$7.49
18" x 22"	\$4.99	20" x 24"	\$8.49
20" x 22"	\$5.49	20" x 26"	\$9.49
20" x 24"	\$5.99	22" x 26"	\$10.49
22" x 24"	\$6.49	22" x 28"	\$11.49
22" x 26"	\$6.99	24" x 28"	\$12.49
24" x 26"	\$7.49	24" x 30"	\$13.49
24" x 28"	\$7.99	26" x 30"	\$14.49
26" x 28"	\$8.49	26" x 32"	\$15.49
26" x 30"	\$8.99	28" x 32"	\$16.49
28" x 30"	\$9.49	28" x 34"	\$17.49
28" x 32"	\$9.99	30" x 34"	\$18.49
30" x 32"	\$10.49	30" x 36"	\$19.49
30" x 34"	\$10.99	32" x 36"	\$20.49
32" x 34"	\$11.49	32" x 38"	\$21.49
32" x 36"	\$11.99	34" x 38"	\$22.49
34" x 36"	\$12.49	34" x 40"	\$23.49
34" x 38"	\$12.99	36" x 40"	\$24.49
36" x 38"	\$13.49	36" x 42"	\$25.49
36" x 40"	\$13.99	38" x 42"	\$26.49
38" x 40"	\$14.49	38" x 44"	\$27.49
38" x 42"	\$14.99	40" x 44"	\$28.49
40" x 42"	\$15.49	40" x 46"	\$29.49
42" x 42"	\$15.99	42" x 46"	\$30.49
42" x 44"	\$16.49	44" x 46"	\$31.49
44" x 44"	\$16.99	44" x 48"	\$32.49
44" x 46"	\$17.49	46" x 48"	\$33.49
46" x 46"	\$17.99	46" x 50"	\$34.49
46" x 48"	\$18.49	48" x 50"	\$35.49
48" x 48"	\$18.99	48" x 52"	\$36.49
48" x 50"	\$19.49	50" x 52"	\$37.49
50" x 50"	\$19.99	50" x 54"	\$38.49
50" x 52"	\$20.49	52" x 54"	\$39.49
52" x 52"	\$20.99	52" x 56"	\$40.49
52" x 54"	\$21.49	54" x 56"	\$41.49
54" x 54"	\$21.99	54" x 58"	\$42.49
54" x 56"	\$22.49	56" x 58"	\$43.49
56" x 56"	\$22.99	56" x 60"	\$44.49
56" x 58"	\$23.49	58" x 60"	\$45.49
58" x 58"	\$23.99	58" x 62"	\$46.49
58" x 60"	\$24.49	60" x 62"	\$47.49
60" x 60"	\$24.99	60" x 64"	\$48.49
60" x 62"	\$25.49	62" x 64"	\$49.49
62" x 62"	\$25.99	62" x 66"	\$50.49
62" x 64"	\$26.49	64" x 66"	\$51.49
64" x 64"	\$26.99	64" x 68"	\$52.49
64" x 66"	\$27.49	66" x 68"	\$53.49
66" x 66"	\$27.99	66" x 70"	\$54.49
66" x 68"	\$28.49	68" x 70"	\$55.49
68" x 68"	\$28.99	68" x 72"	\$56.49
68" x 70"	\$29.49	70" x 72"	\$57.49
70" x 70"	\$29.99	70" x 74"	\$58.49
70" x 72"	\$30.49	72" x 74"	\$59.49
72" x 72"	\$30.99	72" x 76"	\$60.49
72" x 74"	\$31.49	74" x 76"	\$61.49
74" x 74"	\$31.99	74" x 78"	\$62.49
74" x 76"	\$32.49	76" x 78"	\$63.49
76" x 76"	\$32.99	76" x 80"	\$64.49
76" x 78"	\$33.49	78" x 80"	\$65.49
78" x 78"	\$33.99	78" x 82"	\$66.49
78" x 80"	\$34.49	80" x 82"	\$67.49
80" x 80"	\$34.99	80" x 84"	\$68.49
80" x 82"	\$35.49	82" x 84"	\$69.49
82" x 82"	\$35.99	82" x 86"	\$70.49
82" x 84"	\$36.49	84" x 86"	\$71.49
84" x 84"	\$36.99	84" x 88"	\$72.49
84" x 86"	\$37.49	86" x 88"	\$73.49
86" x 86"	\$37.99	86" x 90"	\$74.49
86" x 88"			

Size	Squeeges	Size	Squeeges
30 x 3	\$ 9.45	34 x 4	\$20.35
30 x 3½	12.20	36 x 4½	28.70
32 x 3½	14.00	37 x 5	33.90
33 x 4	20.00	38 x 5½	46.00

**Put on**

# Diamond Squeegee Tread Tires

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## Driven Half a Million Miles



tains little but his travel record is phenomenal. He has a few blank days, for he kept a record of no trips less than twenty-five miles. His wanderings have taken him to almost every State in the Union, virtually every State in the Empire. He has crossed the continent nine times in a motor car. He piloted the ocean liner *Mauretania* on her maiden voyage to Europe, and he has explored and mapped the coast of the Pacific tour of 1913. He piloted the National Old Trails route to the Pacific coast. Among his winning performance still on the record of his conquests is a record of 100 miles a day from Boston to New York and return in a car provided with only a hazy gear.

All in all McNamara's grand total is now well over 600,000 miles at the wheel.

of a motor car. He is materially increasing this total this year by experimenting, which he is doing in Maxwell car on the Pacific coast and the desert regions of the far West where climatic conditions permit of more rigorous and anything possible or probable in Detroit.

An unusual feature of McNamara's appearance is his rosy cheeked complexion, which neither the torrid sun in the desert nor the icy blasts of wind in the Rockies have ever been able to change. McNamara, who drives goggles and never uses spectacles, although he has done a great deal of night driving his eyes have always been perfect.

**The price of the complete is \$78 f.o.b. Detroit**

**DODGE BROTHERS**  
**MOTOR CAR**  
ton Company, Broadway at 57th Street

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